



**CITIZENS PROPERTY INSURANCE CORPORATION  
NOTICE OF INTENDED DECISION  
TO ENTER INTO A SINGLE SOURCE CONTRACT  
SS20-2001**

**Date Posted: 02/11/2020**

This notice of intended decision to enter into a single source contract is posted in accordance with sections 287.057(3)(c) and 627.351(6), F.S.

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- I. **TITLE:** Public Radio and Television Emergency Network Sponsorship
  - II. **INTENDED SOURCE (Vendor):** Florida Public Radio Emergency Network
  - III. **COMMODITY OR SERVICE REQUIRED:** Sponsorship of public radio, television, and web-based broadcasts
    - A. **Quantity** (as appropriate): 37 month engagement
    - B. **Performance and/or Design Requirements:** Sponsorship providing direct reimbursement to Florida's 26 public radio and television stations for airtime costs of Florida PBS Learning initiatives, particularly the Florida Public Radio Emergency Network (FPREN) during hurricane season. FPREN was created in 2015 to act as a statewide non-profit network of 13 public radio and 13 public television stations providing a public service to listeners/viewers before, during, and after a storm event. As part of the sponsorship, Citizens is allowed a short tag and banner web ad approved by member stations. The sponsorship tags must not provide any direct call to action. The sponsorship and broadcasting are within the state of Florida only.
  - IV. **Justification for Single Source Acquisition:** Florida Public Media, previously referred to as Florida Public Radio Emergency Network (FPREN) sponsorship: 2020 Research has concluded that the Florida Public Media remains a single source for the Florida market much like Citizens Property Insurance Corporation (FL) and Louisiana Citizens Property Insurance Corporation are similar, but independent, state created property and casualty insurers for their respective states. Each provides a unique service to a limited geographic region of the country without overlapping each other's specified regions. Part of Florida Public Media's charter limits their services to the Florida market only, much like Citizens (FL) provides property and casualty insurance only to locations in Florida. Florida Public Media provides a network of public broadcast stations (television, radio, and web) interconnectivity in case of state-wide or limited regional emergencies (within the confines of Florida). It provides entities with sponsorship and uses the same network to broadcast emergencies in order to help alert policy holders when needed. A prime example was Citizens' use of FPREN when Hurricane Irma hit the Florida Keys in 2017 and when Hurricane Michael hit the Florida panhandle in 2018. Citizens was able to alert policy holders to their remote locations for claims service. Because of the unique service that Florida Public Media provides, they can tailor messages to Citizens' needs throughout their network in case of an emergency.
  - V. **CONTRACT TERM:** 03/15/2020 – 04/23/2023
  - VI. **CONTRACT VALUE:** \$614,000.00
  - VII. **REQUESTING BUSINESS UNIT:** 130 – Communications, Legislative and External Affairs
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**FAILURE TO FILE A PROTEST WITHIN THE TIME PRESCRIBED IN THIS SECTION (SECTION 627.351(6), F.S.) CONSTITUTES A WAIVER OF PROCEEDINGS.**